1996 Merit Media Budget

	Planned Expenditures	% of Spending
National Presence:		
National Magazines	$ 13,559M	59%
Bowling Program	142	1
FSI's	740	3
Key Market Coverage		
OOH	7,861	34
City Books	347	2
In-Store	294	1
Total	$22,943M	100%
Budget	$22,950M	

LEO BURNETT **MEDIA**

2060296529

Source: https://www.industrydocuments.ucsf.edu/docs/yyxn0004